

Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2016

[Covers visitors staying overnight or longer anywhere in the State, and any overnight or non-overnight interisland trips reported by these visitors. Percent of visitors. Percentages sum to more than 100 percent due to multiple island visitation and multiple activities participated in by visitors]

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Sightseeing	97.4	96.9	98.3	90.2
Self-guided, drive around island	87.8	88.7	86.2	54.6
Helicopter, airplane tour	9.2	6.7	13.9	1.8
Boat, submarine tour, whale watching	30.8	28.0	36.2	12.7
Visit communities	42.1	41.5	43.3	31.7
Limo, van, bus tour	14.2	9.9	22.4	35.8
Scenic views, natural landmarks	78.2	75.4	83.5	29.5
Movie, TV film location	6.4	5.2	8.9	5.6
Recreation	97.3	97.1	97.5	84.0
Beach, sunbathing	88.1	88.1	88.1	65.7
Surfing, bodyboarding, paddleboarding	26.4	28.5	22.3	7.3
Canoeing, kayaking	10.8	10.6	11.1	2.6
Swimming in the ocean, snorkeling	73.9	75.4	71.0	30.9
Windsurfing, kitesurfing	1.3	1.2	1.5	0.4
Jet skiing, parasailing, SCUBA diving	5.2	5.0	5.7	4.3
Fishing	4.1	4.0	4.4	0.7
Golf	9.1	8.8	9.5	7.1
Running, jogging, fitness walking	40.4	41.0	39.4	21.3
Spa	9.9	9.4	11.0	6.5
Backpacking, hiking, camping	30.7	28.8	34.5	7.3
Agritourism	14.5	13.5	16.6	3.7
Sports event, tournament	3.2	3.1	3.3	2.3
State parks, botanical gardens	57.4	53.5	65.0	14.4
Entertainment	99.3	99.5	99.1	93.8
Lunch, sunset, dinner, evening cruise	32.9	31.0	36.6	54.9
Live music, stage show	39.7	36.4	46.2	24.9
Nightclub, dancing, bar, karaoke	12.8	12.6	13.3	5.2
Fine dining	59.1	57.4	62.4	39.0
Family restaurant, diner	76.4	77.8	73.6	34.0
Fast food	42.9	42.2	44.2	52.3
Cafe, coffee house	50.5	51.7	48.2	49.6
Ethnic dining	38.6	38.2	39.3	8.7
Prepared own meal	55.0	59.2	46.7	17.9

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Table 7.11-- ACTIVITY PARTICIPATION BY VISITORS FROM THE U.S. TOTAL, U.S. WEST, U.S. EAST, AND JAPAN: 2016 -- Con.

Activity	U.S. total	U.S. West 1/	U.S. East 2/	Japan
Shopping	98.2	98.4	97.8	96.6
Mall, department stores	53.6	53.5	53.7	80.3
Designer boutiques	31.1	30.3	32.8	37.3
Hotel stores	44.6	42.2	49.3	45.2
Swap meet, flea market	25.2	26.0	23.6	13.2
Discount, outlet stores	24.9	24.7	25.2	36.2
Supermarkets	67.4	70.2	61.9	63.5
Farmers market	36.7	39.0	32.3	20.9
Convenience stores	54.9	54.8	55.0	65.2
Duty Free stores	4.2	4.3	4.0	48.6
Local shops, artisans	70.6	70.0	71.8	17.4
Culture	77.9	74.4	84.5	47.8
Historic military site	31.7	25.5	43.9	13.6
Other historic site	39.3	36.8	44.2	11.8
Museum, art gallery	26.1	26.2	25.8	7.5
Luau	34.1	29.1	43.9	3.1
Polynesian show, hula show	23.8	20.9	29.2	22.9
Lessons: hula, canoeing, etc.	5.1	4.5	6.2	4.0
Ukulele lessons	2.3	2.2	2.5	1.3
Play, concert, theatre	5.8	6.0	5.4	2.7
Art, craft fair	15.0	15.8	13.6	1.3
Festivals	2.7	2.5	3.1	2.5
Transportation	93.5	93.4	93.7	95.8
Airport shuttle	24.8	23.4	27.6	28.7
Trolley	4.5	3.9	5.6	58.5
Public bus	6.8	6.2	8.0	19.7
Tour bus, tour van	15.4	10.9	24.1	39.1
Taxi, limousine	13.7	11.1	18.7	36.3
Rental car	80.9	82.6	77.6	21.3

1/ Pacific and Mountain States of the United States.

2/ All other states in the Continental United States not included in U.S. West.

Source: Hawaii Tourism Authority, Tourism Research, *2016 Visitor Satisfaction and Activity Report*

<<https://www.hawaiitourismauthority.org/research/visitor-satisfaction-and-activity/>> accessed June 22, 2018.